

At Supper One Evening

The folks at the table found bowls of Puffed Grains ready to float in milk.

Gigantic grains, puffed to eight times normal size. Four times as porous as bread.

Crisp, airy wafers, toasted and thin. Bubbles of grain ready to melt at a touch of the teeth into almond-flavored granules.

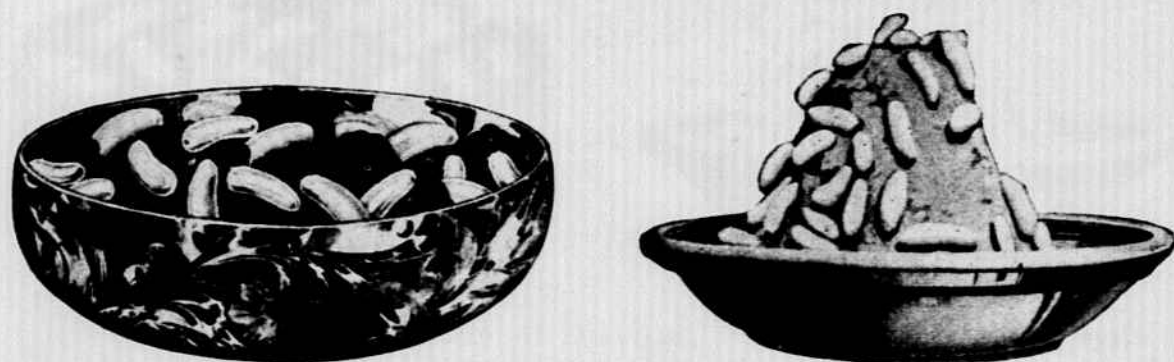
Here, for the first time, the folks at that table tasted whole grains made wholly digestible. And they found them enticing foods.

Perhaps a million homes have, again and again, served Puffed Grains in this way.

Countless people, this very day, had luncheons and suppers like this. Grains that taste like toasted nuts—brown, thin-walled, delightful.

There was never a supper more inviting, more nourishing, more easy to digest.

Puffed Wheat, 10c *Except in
Extreme
West*
Puffed Rice, 15c



Here are other ways of serving. Terrific heat has given these grains a very nut-like taste. So people use them, in place of nut-meats, in a variety of ways.

They mix them with berries. They use them in candy making, in frosting cake and as garnish for ice cream.

In the morning they serve them with sugar and cream, like any breakfast cereal.

These are Prof. Anderson's scientific foods. They are puffed by steam explosions. Each separate food granule is blasted to pieces, so digestion can instantly act.

No other method ever invented fits grain for digestion like this. So these curious foods, which folks eat for the joy of them, are at the same time the best-cooked cereals that were ever made.

In these summer days enjoy them.

The Quaker Oats Company
Sole Makers

(439)

Prizes for Tales of the Road

WE have been publishing some admirable stories about traveling men. They have been so good we want to know more about these men and their work. No professional writer could possibly get all the good stories out of two hundred thousand busy men always on the go.

No one can tell these stories so well, or bring out their significance so clearly, as the traveling men themselves.

The men on the road are men of action. They meet all kinds of emergencies, make quick decisions, and solve difficult problems every day. They learn to size up buyers, competitors, strangers, and situations with amazing accuracy. They see all kinds of people, and are a constant influence on the business and social life of our country.

We want these men to tell our SUNDAY MAGAZINE readers of the triumphs and tragedies, the problems and philosophies, of their everyday life. We want their own "stories."

We are willing to pay \$100 in prizes to traveling men every two weeks as follows:

\$25 for the best contribution.

\$20 for the second best.

\$15 for the third best.

\$10 to \$2 for all others accepted.

Limit your story to one thousand words. The shorter the better, if it has the right quality.

You need not know "how to write" to win one of these prizes. Every traveling man has an interesting message or experience to tell. Put it in as few words as possible and send it along. If it is good, you will get something for it, and perhaps one of the three leading prizes.

This is not a one-time contest. We want to make this a regular feature of our SUNDAY MAGAZINE. Therefore we are willing to pay out \$100 every two weeks for the best material sent us.

All contributions should be addressed to

**EDITOR, Associated Sunday Magazines,
52 East 19th Street,
New York City.**